

**Burbank Hospitality Association, Inc.**  
**Meeting Agenda**

**Wednesday, September 14, 2016 - 3:30 P.M.**

**Community Services Building**  
**150 N Third Street, Room 101**  
**Burbank, CA 91502**

**A. ROLL CALL**

**B. ANNOUNCEMENTS**

**C. PUBLIC COMMENT**

At this time, any person may address the Board on any matter related to the T-BID.  
The public is only allowed to speak at this time.

**D. APPROVAL OF MINUTES**

**ACTION ITEM**

**E. TREASURER'S REPORT**

**ACTION ITEM**

**F. YMCA Turkey Trot Sponsorship**

**ACTION ITEM**

The Board will consider a sponsorship for the 2016 Turkey Trot event.

**G. Marketing Update**

**ACTION ITEM**

Strausberg Group will present the next phase of the Media Plan & Budget for consideration.

**H. Dallas, TX/BUR and Southwest Airlines Marketing Collaboration**

Staff will present results from the four-week marketing campaign.

**I. NASCAS Event Follow-Up**

Staff will present detailed information on Powerman North America, PGA Tour, and Game Day USA for the Board's consideration.

**J. Website Analytics**

Staff will present updated website and social media analytics.

**K. Ongoing Operational Issues**

**ACTION ITEM**

Staff is requesting to transfer \$100,000 to pay for upcoming invoices.

**L. Future Agenda Items**

Board Members may introduce new items for discussion but no action may take place except to place the item on a future agenda.

**ADJOURNMENT TO THE NEXT REGULARLY SCHEDULED MEETING ON  
WEDNESDAY, OCTOBER 12, 2016 AT 3:30 PM, LOCATION TO BE DETERMINED.**

<b><u>Burbank Hospitality Association, Inc. Board Members</u></b>	<b><u>Key Staff</u></b>
Lucy Burghdorf, Hollywood Burbank Airport James Fitzpatrick, Courtyard by Marriott, <b>Secretary</b> Tom Flavin, Burbank Chamber of Commerce Tony Garibian, Coast Anabelle and Safari Inn, <b>Vice-Chair</b> Danny Kahn, Warner Bros. Studio Tours Hollywood Patrick Prescott, Community Development Director Alan Puana, Universal Studios Hollywood Richard Sandoval, Burbank Airport Marriott Bernadette Soriano, Springhill Suites Michael Swaney, Residence Inn by Marriott, <b>Treasurer</b> Steve Tarn, Hilton Garden Inn Burbank Tom Whelan, Hotel Amarano, <b>Chair</b>	Mary Hamzoian, Economic Development Manager  Susie Avetisyan, Economic Development Analyst  Marissa Minor, Economic Development Analyst  Robin Faulk, Marketing Consultant

The BHA Board is comprised of 11 members. Regular meetings are held monthly the second Thursday of the month unless that is a City holiday. In that case, the Board will meet the first or third Thursday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the City's website at [www.burbankca.gov](http://www.burbankca.gov). The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.